

AIRPORT DIRECTOR'S REPORT

May 2011



A AIRPORT OPERATIONS

- Passenger Count
- Aircraft Operations
- Air Freight

The passenger count for April, 59,356 was down 3.4% compared with April 2010. The total passenger count year-to-date, 221,978 was down 0.4% compared to the same period last year.

B PROGRAMS

1. Air Service

During April there were 31 daily departures from Santa Barbara Municipal Airport (SBA), 14 daily departures from San Luis County Regional Airport and less than 5 daily departures from the Santa Maria Public Airport, giving SBA a 62% market share of daily departures aboard commercial aircraft in the tri-county region.

Staff Contact: Terri Gibson, 692-6004

2. Communications Program

a. Airline Terminal Project Public Outreach

- Comprehensive information and photos on FlySBA.com
- On-site guided construction tours
- Presentations and information to local organizations
- Project sign boards and flyers at the Terminal
- Video updates: Channel 18, boarding gates and online
- *Pacific Coast Business Times* front page feature
- *Facebook* and *Twitter* Gala information communications

b. Promotional Items This Month

MTD busboards, UCSB Athletics and *I Madonnari Festival* sponsorships, May/June issue of SkyWest Magazine featuring Santa Barbara, Granada Theatre playbills, SB Symphony programs, and *Noozhawk* online news ads to promote SBA commercial airline service. Local radio and television advertising to promote Frontier Airlines using their creative materials with SBA tags. Coop advertising with the Santa Barbara Conference and Visitors Bureau for the May issue of *Lifestyle Santa Barbara* e-newsletter.

c. Airline Terminal Comment Card Program

33 cards were collected from the boarding gate areas and main lobby in April. There were a variety of comments regarding Airline Terminal employee customer relations; both compliments and complaints.

d. FlySBA.com Website

There were 32,984 visitors and 822,390 hits in April. The top downloads were the Airport Information Guide, Parking Lot 2 Map, and the Overlook Café menu. Sweden, China, and Italy were the top world countries where visits to the site originated.

e. Airport Visitors Center Activity

During a busy April, 435 students from six schools representing three districts participated in Airport tours. The Airport Community Education Liaison visited local classrooms and presented aviation career or math & science information on four occasions.

f. Official Airport App

For April, the iPhone/iPad total downloads were 402 while the Android total downloads were 336 or an average of approximately 25 app downloads per day.

Staff Contact: Terri Gibson, 692-6004

3. Master Plan RFQ

Coffman & Associates was selected to prepare the new Airport Master Plan. A contract scoping meeting was held on May 10, 2011. FAA Grant funds are expected in July 2011.

Estimated Cost \$750,000
Funding: FAA Airport
Improvement Planning
Grant

Staff Contact: Hazel Johns, 692-6003

4. Property Management

a. Rent-A-Car RFP

Rental Car Companies have selected ticket counters and ready return parking spaces. Tenant improvements in the new rental car space of the new Terminal will begin by mid-May 2011.

b. Airline Rates and Charges

A meeting with the airlines to review and discuss the airline agreement and final rates and charges was held and agreement reached on building rental and landing fees. Staff is still working on a fee for the Boarding Bridges.

Staff Contact: Hazel Johns, 692-6003

5. Airline Terminal Public Arts Program

Planned completion date: Winter 2012

Local artist Douglas Lochner has been selected for the design and installation of a proposed art work to pay tribute to the role of the Marine Corps at the Santa Barbara Airport and World War II. The artist is in concept development.

Approx. \$200,000
(Funded by the Pierre Claeyssens Veterans' Museum & Library)

Staff Contact: Karen Ramsdell, 692-6002

6. Airline Terminal Grand Opening Events

Planned completion date: Spring 2011 upon completion of the new terminal building

Theme : "The Art of Travel"

Four events during the Grand Opening week:

- Wednesday, June 15 - Accessible Event
Free - Tour for community members who are interested in the accessibility features of the new terminal. Light refreshments, event keepsake.
- Thursday, June 16, 2011 - Employee Celebration Event
Free - Event for Airport and airline employees will include a barbeque lunch, music, tours, activities, and an event keepsake.
- Friday, June 17, 2011 - Gala
\$125.00 per person - Celebration event with food, entertainment, exhibits, tours, and event keepsake. A portion of the event charge will go towards the Terminal Public Arts Program. This event is funded solely by sponsorships and ticket sales.
- Sunday, June 19, 2011 - Public Open House
Free - Dedication ceremony, tours for community members, exhibits, event keepsake.

Save The Date postcards have been mailed and with invitations to follow.

Staff Contact: Karen Ramsdell, 692-6002

C CAPITAL PROJECTS

1. Airport Terminal Improvement project

Planned Completion Date: 2012

The Terminal Project contractor, EMMA Corporation, commenced construction on November 2, 2009. Significant progress on the terminal can be seen on a daily basis.

The exterior of the building has finish coat of plaster applied. The exterior trellis and shuttle stops are being constructed. The grading of the entrance roads and sidewalks is complete, with paving and concrete expected in April. On the ramp side of the building all of the new ramp concrete has been placed.

The roof is complete, including the photovoltaic system. Permanent power has been brought to the site and is being established in the building one panel at a time.

The inside of the building is just as impressive. The first floor drywall is complete and finish painting is almost complete. Second floor drywall is almost complete with prime paint occurring now. Ceramic tile is complete in the first floor and has commenced in the second floor.

Staff Contact: Leif Reynolds, 692-6020

\$60 Million (14.1M AIP Grant, 5.8M PFCs, 34.5M Bond Funds, 1.0M Airport Funds)